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1. (Twice Amended)

A weatherseal assembly comprising:

a weatherseal having a base region defined by a surface adapted to sealingly engage an associated vehicle body structure, and a first cavity defined by a rib spaced a first dimension from the surface, and a bulbous seal portion;

a fastening peg having a self-piercing end adapted to pierce the surface of an associated weatherseal;

a helical flange substantially circumscribing the nose;

a shoulder axially spaced from the flange a dimension greater than the dimension of the weatherseal whereby the flange and shoulder are disposed on opposite faces of the surface to engage the fastening peg to the weatherseal without compressing the surface; and

a locking assembly disposed adjacent the shoulder and adapted to secure the fastening peg to an associated vehicle body structure.

11. (Amended) In combination,

an elastomeric weatherseal; and

a [A] molded plastic fastening peg adapted to form an opening in [an] the elastomeric weatherseal and secure the weatherseal to a vehicle, the fastening peg [comprising]:

a nose portion at a first end terminating in a piercing conical point;

a flange spaced axially from the conical point and including a leading portion that extends axially from adjacent the nose portion;

a circumferentially continuous shoulder axially spaced from the flange; and

a locking assembly spaced on an axial opposite side of the shoulder from the flange.

12. (Amended) The [fastening peg] combination of claim 11 wherein the leading portion of the fastening peg flange radially, axially, and circumferentially merges into the nose portion.

13. (Amended) The [fastening peg] combination of claim 12 wherein the leading portion of the fastening peg flange merges into the nose portion at a region axially spaced from the conical point.

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14. (Amended) The [fastening peg] combination of claim 11 wherein the locking assembly of the fastening peg includes first and second flexible arms extending radially outward.

15. (Amended) The [fastening peg] combination of claim 11 further comprising a base on the fastening peg configured for handling by automated machinery.

16. (Twice Amended) A method of attaching a weatherseal to a vehicle comprising the steps of:

providing a fastening peg having enlarged first and second flanges spaced apart by a first dimension;

piercing the weatherseal with the fastening peg to form an opening in the weatherseal of a diameter less than the first and second flanges;

partially advancing the fastening peg through a second dimension less than the first dimension whereby the first flange passes through the weatherseal opening and the second flange does not pass through the weatherseal opening; and

wherein the advancing step includes rotating the fastening peg at a first rotational velocity to form the opening in the weatherseal, and subsequently rotating the fastening peg at a slower, second rotational velocity to advance a portion of the fastening peg into a first cavity of the weatherseal.

22. (Amended) The method of claim 16 wherein the advancing step is terminated after the first flange has advanced through the weatherseal opening.